



FASHION INTERNATIONAL

NEWS AND VIEWS OF THE INTERNATIONAL FASHION WORLD

185 East 85th Street, New York, N.Y. 10028 - (212) 289-0420

Vol. IV, No. 5, February 1976

PARIS' EXOTIC SPRING-SUMMER 1976 COUTURE

The January collections were not so much Arab-inspired as Arab-oriented. The EXOTIC EXCESSES -- nighttime opulence and bareness -- while obviously aimed at oil-rich clients, will not be entirely without devotees in the Western Hemisphere.

THE BIG TRENDS:

- ...Moroccan Hoods for Nighttime
- ...Slit Tunics and Skirts
- ...Pleats
- ...Drawstrings and Blouses
- ...Slim Coats and Raincoats
- ...Man-Tailored Suits

EXOTIC NIGHTS: Bareness and beading, uneven hems, thigh-high slits and tunics ... Filmy caftan tunics close to the body, draped-armhole, square-cut full sleeves, drawstring dropped-waist and deeply-slit, as are the dresses under them (Dior) ... Djellaba-inspired HOODS on evening sheaths that drape into back and shoulder wraps, on re-embroidered djellaba-braid-and button trimmed slim caftans, on full chiffon capes over midriff-baring bra and swathed-hip belly dancer skirts (Givenchy) ... Middle Eastern tunics over sheer pants, skirts with uneven hemlines (Patou) ... Oriental-derived side-wrapped, side-slit TUNICS over pants or skirts in brilliant contrasting shock colors (St. Laurent).

PLEATS REGISTER: On soft day dresses -- low-pleat leaf print crepe de chine dress with long print scarf, wrapped around twice, and silk jersey cardigan jacket (St. Laurent) -- low-pleat striped silk with drawstring neckline and long striped scarf (Givenchy) -- low-pleat multi-striped square neck dress with V-neck tunic vest (Givenchy) -- low-pleat print silk shirt-dress with bowed neck (Pipart) -- low-pleat confetti print silk with drawstring neck and full sleeves (Ungaro) ... On soft

(continued on page 3)

SUMMER: DAYTIME OR NIGHTTIME, IT'S PLAYTIME

It's all unmistakably 1976: New combinations -- new soft and casual styling -- casual fabrics in natural fibers, although polyester crepe de chine makes an important exception. Designers concentrate on active playtime, but also show new streetwear -- mostly skirts.

THE NEW LOOKS:

- ...Tunics -- major with pants
- ...Jumpsuits -- newest when soft
- ...Pants Go To All Lengths -- culottes, pedal pushers, Bermudas, shorts
- ...Hip-hugger Skirts -- carefully partnered
- ...Sundresses -- get barer every season
- ...Shirts and Skirts -- two-piece dress look

TRENDS: Gently defined waistlines ... taut hips via elasticizing, yokes, scarfs or sashes ... blouses ... bare tops, elasticized or ribbon-held ruffled stay-ups ... cuffs ... drawstring waists, sometimes tunneled, and drawstring necklines ... poncho and handkerchief points ... tucking ... short kabuki sleeves ... high square necks.

TUNIC/PANTS: Best when tunic is DRESS length -- dark red/black spatter print handkerchief hem crepe de chine, solo or over matching pants, and strapless poncho tunic over matching pants (Concept VII) -- strapless poncho tunic/ankle-tied pants in floral/bamboo striped cotton (Design Thai) -- on-or-off shoulder V'd evening poncho/tunic/pants in cats' paw printed chiffon (Albert Capraro) -- white-on-white embroidered crepe de chine tunic/ankle-tied pants (Richard Assatly) ... TUNIC/SKIRT: shoulder-buttoned short kimono-sleeved tunic with deep patch pockets and signature soft tucking/matching skirt in French "crepe paper" cotton (Albert Nipon) -- tunic T-shirt/pleated skirt (Cathy Hardwick) -- hooded chiffon tunic/skirt and

(continued on page 2)

bicolored pleated tunic/skirt, both for evening (Oscar de la Renta).

JUMPSUITS: Many sport their own COVERUPS -- black matte jersey/striped sheer nylon knit boucle long cardigan coat (Clovis Ruffin) -- strapless convertible red-white striped cotton jersey/burlap poncho jacket (Capraro) -- mandarin-collared white cotton jacket/black cotton jumpsuit (Jeannene Booher/David Morris) ... Frequently are cut BERMUDA LENGTH: short-sleeved, tabbed and cuffed in natural muslin (Ruffin) -- red-white striped cotton, rolled sleeve shirtjump, cuffed leg (J.L.Sport) ... Sometimes make an INDIVIDUALIST statement -- front wrap, white cotton culotte sunjump (D.D.Dominick) -- ankle-tied hooded terry jumpsuit (Richard Assatly) -- sleeveless side-tied sailor jumpsuits, short or long (Cathy Hardwick) -- hooded with drawstring waist, tie closings and strapless with harem legs in striped gauze (Capraro) ... Even the CONVENIENCE FACTOR has been solved -- striped poly zip-front dropseat jumpsuit (Jeannene Booher).

PANTS GO TO ALL LENGTHS: Call them CULOTTES, GAUCHOS or DIVIDED SKIRT, their flared leg styling offers great potential for streetwear -- side-button cotton culotte with striped shirting top (Ronald Kolodzie/Concept VII) -- yellow cotton culottes/coolie jacket (Jeannene Booher) -- chino culottes/jacket/striped shirt or boatneck-T (J.L.Sport) ... Next, the calf-length, narrow leg PEDAL PUSHER -- white cotton duck with lingerie-trimmed tank (J.L.Sport) -- black poplin/black T-shirt with white-tied, red obi (Blassport) -- cuffed in white cotton/polo shirt (Calvin Klein) ... BERMUDAS make a strong comeback, may even be worn as "city shorts" by bolder fashion-conscious women -- in black/black and white rugby striped sweater (Anne Klein and Company) -- in cotton broadcloth/polo shirt/plaid blazer or poplin pleated Bermuda/Norfolk jacket/polo shirt (Calvin Klein) ... The best SHORTS have BOXER, TENNIS or CAMP styling -- patch-pocketed duck boxer/striped rolled-sleeve shirt (J.L.Sport) -- broadcloth elasticized tennis shorts/striped band collar T-shirt (Calvin Klein) ... JEANS are still big business and the newest is the slim leg jean -- roll-up signature jean teamed with canvas pea jackets/T-shirts (Calvin Klein).

HIP-HUGGER SKIRTS: Focus is on a long torso look, achieved by elasticizing and yoke treatments, sometimes punctuated with hip-swathing scarves -- tiered hip-interest skirt/white cotton midriff top (Blassport) -- printed sheer cotton elasticized hip skirt/matching top for a two-piece dress look (Cinnamon Wear) -- bold-striped sheer-cotton long shirred hip skirt/lingerie trim tank top (J.L.Sport) -- cotton broadcloth shirred-hip skirt/stretch bandeau top -- top-stitched yoked poplin skirt/crepe de chine shirt (C. Klein).

SHIRTS/SKIRTS: Newest when matched for the two-piece dress look -- grey oxford shirt/slim trouser skirt (J.L.Sport) -- blue/white striped cotton jersey polo shirt/ tucks into easy skirts (Oscar de la Renta) -- peppermint striped overshirt/hip-tucked skirt (Beene Bag).

SUNDRESSES: Strapless, camisole, squared-off tents, smocked are major shapes -- the apron-wrap newest -- Grecian-wrapped strapless/matching shawl in striped polyester (Jeannene Booher) -- squared-off strapped tent, ruffled hem in plaid cotton (Genre) -- bare-back floral print apron (Richard Assatly) -- front-buttoned peppermint-striped and strapless (Beene Bag).

FABRICS: COTTON IS KING -- from work and workers' cloths to crinkle, canvas and duck, chino and chintz ... cotton classics return -- broadcloth, shirtings, seersucker, a French non-wrinkle all-cotton (Anne Klein), cotton cord ... Terry knits gain in fashion, even being used for streetwear, and leading to the emergence of velours ... Gauze, voile and cotton knits remain extremely important ... Important soft synthetics are polyester crepe de chine -- matte jersey, some newly glazed -- also crepon ... Newest luxury fabric: KAMI (Skinner), 95% polyester/ 5% polyurethane, softer than Ultrasuede, has a chamois-like surface, drapes easily, is machine-washable and comes 36 inches wide in 15 to 20 colors, from basics to mid-tone brights.

PRINTS, PATTERNS & COLORS: STRIPES in the forefront -- railroad, Guatemalan, rainbow, shirting, peppermint, neon ... engineered border prints, dark ground florals & batiks ... SCARF PRINTS, some in Moroccan paisley ... WHITE is strong ... BLACK alone, with RED or white ... BRIGHTS: yellow, jade green, violet, fuschia, marigold, orange ... NEUTRALS: peanut, khaki, tan, mocha, vanilla, sand.

PARIS COUTURE (continued from page 1)

evening dresses -- crystal-pleat skirt, hip-sashed, with sheer blouse and bow-tied sheer print coat (St. Laurent) -- blouson slip-dress, pleated from top to hem, under matching pleated cardigan (Dior).

DRAWSTRINGS AND BLOUSONS: Ready-to-wear influences couture in the refinement of the drawstring detail on a ski parka -- khaki wool gabardine, dropped drawstring waist jacket; navy dropped drawstring coat over dot print silk dress with drawstrings at neck, dropped waist and wrists; totally beaded dropped-drawstring jacket over deeply slit long slip-dress (Dior) ... Along with the soft bloused look that drawstrings create, there are BLOUSONS -- blouson top with full sleeved surplice look over slim skirt (Cardin) -- hip-banded bi-color blouson (Scherrer).

COATS: Two strong trends emerge: SLIM COATS -- wool gabardine dropped shoulder shirtcoat, belted, with three patch pockets (St. Laurent) -- very narrow torso-fit, V-neck, placket-front cardigan coat with deeply slit sides and patch pockets (St. Laurent) -- bulky, but slim, afghan knit with self fringe (Chanel) ... THE RAINCOAT -- hooded, full cut menswear-stripped taffeta over print dress (Dior) -- elasticized waist poplin raincoats over cuffed Bermuda or narrow pants (Scherrer) ... pleat-back silk faille (Pipart).

SUITS: Man-tailored-with-pants -- padded shoulders -- pinstriped and double-breasted, with soft sheer bow-neck dotted shirt (St. Laurent) -- fitted two-button gabardine suit with crepe de chine blouse and dark bow at neck (St. Laurent) ... Man-tailored-with skirt, long double-breasted navy flannel blazer over beige gabardine skirt with satin crepe blouse (Dior) ... SOFTER SUIT -- olive-drab wool gabardine dropped-drawstring jacket, slim slit skirt, chiffon camouflage print blouse (Dior) -- low side-pleat slim skirt with long double-breasted jacket and print bow blouse (Pipart).

#####

IMPORTANT DATES

LAS VEGAS - Luggage & Leather, Mar.13-16
DALLAS - Fall Shoe Show, March 14-16
LAS VEGAS - Ski Show, March 19-24
MILAN - Fall Ready-To-Wear, March 23-26
FLORENCE - Fall Knitwear, RTW, Mar.23-31

SHOPPING MALL PHENOMENON REACHES ZURICH

The huge, enclosed regional shopping mall is now an international trend. Following San Juan's Hato Rey (FI Jan., '74) and Los Angeles' Fox Hills (FI Nov., '75), FI visited GLATT, 20 minutes outside Zurich, on the main highway to the airport. Opened last February, the four-story center is well worth a visit, offering excellent restaurants, banks, hair-dressers, a pet shop, florists, food shops and branches of all major Zurich department and specialty stores. A Plus: "Kinder-paradies" (Children's Paradise), a modern playground erected by Franz Karl Weber, Zurich's leading toy store; children may be parked there for one franc an hour.

#####

7TH EUROPEAN FASHION FAIR -- FEB. 29 IN N.Y.

More than 150 exhibitors from 15 countries will show ready-to-wear, childrenswear, menswear, accessories and furs for Fall-Winter (as well as some Spring-Summer reorder items) at New York's Statler Hilton Hotel, 6th Ave. & 53rd St., Feb. 29 through March 3. The countries include: Belgium, Finland, France, Great Britain, Greece, Ireland, Israel, Italy, Netherlands, Portugal, Spain, Sweden, Switzerland, West Germany, & Turkey. The French, with 50 members, will be the largest contingent again; Great Britain, second, with 34 exhibitors. For press and buyers only. To pre-register, contact: N.Y.-Jackie Cowan, Emron Int'l, 445 Park (751-9050).

#####

MENSWEAR PRESS PREVIEW -- MARCH 10-14, CHICAGO

The Men's Fashion Association's Annual Spring-Summer Press Preview will take place at The Palmer House in Chicago, March 10-14. The program will consist of fashion seminars, panel meetings, style showings, question-and-answer sessions, designer showings, and "Lulu" awards to journalists; also, touring the manufacturers' exhibits of the concurrent Menswear Retailers of America Convention. Contact: MFA, 1290 Sixth Ave., N.Y. (581-8210).

#####

IMPORTANT DATES

MUNICH - Fall RTW, March 28-April 1
N.Y. - NAMS & BAMA, March 28-31
PARIS - Pret-a-Porter, April 3-7
FRANKFURT - Int'l Fur Fair, April 7-11
LONDON - Fashion Week, April 7-9

Butik Stockholm, 928 Madison Avenue, 988-9441. New location -- features apparel from Katja of Sweden, Wahls, SOS, Olof Daughter's clogs, silver jewelry from Denmark. Handmade hats, shawls, gift items.

Kruger Van Eerde, 842 Madison Avenue, 734-6436. This tiny store, which opened in Sept., is a showcase for a variety of artisans who design silver and semi-precious jewelry, as well as 3-dimensional sterling silver sculptures. Prices: \$14.00 to \$5,000.00.

Veneziano, 819 Madison Ave., 988-0211. Ralph Paterno and Tony Anton's boutique, which opened 15 years ago, has remained one of the most exciting on Madison Ave. Featuring sportswear, especially the unusual appliques, hand-painted T-shirts, beachwear, and late-day dresses -- most are from Italy.

Koos Van Den Akker, 795 Madison Avenue, 249-5432. Interesting patchwork dresses, separates and outerwear for day and evening, made in his own workrooms. Bags by Carlos Falchi.

Kamali, 787 Madison Avenue, 737-2276. (Beverly Hills, 363 N. Camden Drive) -- Norma Kamali's mixture of fact and fantasy dresses for day or evening -- separates, sportswear, coats, accessories.

Maya, 733 Madison Avenue, 988-8444. Recently opened -- elegant, sophisticated, Indian-inspired jackets, tunics, pants -- many are hand-appliqued. Kabaya interpretation of the Indonesian wedding dress, scarves, table linens, and wall hangings. New collection will include an "ultra-silk" body suit, with long sleeveless coats and tunics, gabardine pants, and cire "Harpo Marx" raincoat.

Worldly Things, 27 E. 67th St., 988-7810. Just opened -- they have the exclusive on Jesurum, designed by Mario Morenos (Venice), whose love of the sea is obvious -- dolphins, swans, sea shells, and coral designs on dresses, blouses, bikinis, bath and hand towels. Also, Gino Chetti's knitwear and skirts -- accessories, bags.

MILAN BOUTIQUES

Balocchi e Profumi, Corso Garibaldi 26. Sportswear; colorful, handmade Sardinian knits and throws; art deco jewelry.

Sorelle Materassi, Corso Garibaldi 33. Original resale shop for both sexes. Turn of the century embroidered linen slips, silk nightgowns, 1930's dresses. Used jeans, leather aviator jackets, shirts.

Bianca e Blue, via de Amicis 53. Tiny boutique -- amusing sportswear -- colorful beaded jewelry.

La Bottega di Alice, via S. Maria alla Porta 5. Original handknits, made to order by the two owners.

Ditta Martin Luciano, Alzaia Naviglio Grande 58. Laborers' jumpsuits, overalls -- bags, baggage, etc.

Fiorucci, 1 Galleria Passarella. Youthful extravagances -- "Poor" clothes inspired by workmen -- overalls, sweaters, boots, accessories. Larger branch at Via Torino 20, also carries childrenswear and the Fiorucci Safety Wear line.

Malamoda, via Festa del Perdono (in front of University). Own production of off-beat handbags, belts, shoes, accessories. Also, knits from Turkey and Afghanistan. For the young customer.

FASHION INTERNATIONAL • NEWS AND VIEWS OF THE INTERNATIONAL FASHION FIELD

Publisher: Ruth Finley, FASHION CALENDAR
Contributing Editors: Lee Slaughter, New York
Betty Ellen Eisler, New York
Joan Deutsch, New York
Eleonora Mutarelli, Rome

Six months subscription \$25 One year subscription \$39
Published monthly by FI Publishing, Inc., 185 East 85 Street, N.Y., N.Y. 10028--(212) 289-0420